

Natl Med. Res. Planning&Placement National Republican Congr Comm/ Issue  
 815 Slaters Lane  
 Alexandria VA 22314

Submission Number 261 Issue 2



WNCN-TV  
 1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	National Republican Congr	Submission Cost:	5740	Campaign Ref:	E:120816009
Buyer:	Comm/ Issue	Client/Product/Estimate:	155 /426 /3013	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06281579
Est./PO Number:	06281579	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Nrc-cle	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total
1	M-F 1237a ET / 1137p CT Late Night ...F..	04	65	30 Comme	Nbr of Spots	1	1
2	M-F 5p Judge Judy ...F..	03	210	30 Comme	Nbr of Spots	1	1
3	M-F 7p News ...F..	04	250	30 Comme	Nbr of Spots	1	1
4	M-F 1237a ET / 1137p CT Late Night M.....	03	100	30 Comme	Nbr of Spots	1	1
5	M-F 530p Judge Judy M.....	03	250	30 Comme	Nbr of Spots	1	1
7	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	04	900	30 Comme	Nbr of Spots	2	2
9	Sat 7a Today Show .....S.	02	250	30 Comme	Nbr of Spots	1	1
10	Sun 6p News .....S	02	350	30 Comme	Nbr of Spots	1	1
11	M-F 1237a ET / 1137p CT Late Night ...T...	03	100	30 Comme	Nbr of Spots	1	1
Weekly Totals: Total Spots(Ord Spots)					8	11	19
Closed PR					1	1	1

**Natl Med. Res. Planning&Placement National Republican Congr Comm/ Issue**  
 815 Slaters Lane  
 Alexandria VA 22314  
 Submission Number 261 Issue 2



**WNCN-TV**  
 1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

<b>Client:</b> National Republican Congr Comm/ Issue	<b>Submission Cost:</b> 5740	<b>Campaign Ref:</b> E:120816009
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 155 /426 /3013	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06281579
<b>Est./PO Number:</b> 06281579	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total
12	M-F 5p Judge Judy ..T....	03	250	30 Comme	Nbr of Spots	1	1
14	M-F 1237a ET / 1137p CT Late Night .T.....	03	100	30 Comme	Nbr of Spots	1	1
15	M-F 5p Judge Judy .T.....	03	250	30 Comme	Nbr of Spots	1	1
17	M-F 1237a ET / 1137p CT Late Night ..W....	03	100	30 Comme	Nbr of Spots	1	1
18	M-F 530p Judge Judy ..W....	03	250	30 Comme	Nbr of Spots	1	1
19	M-F 7p News ..W....	03		30 Comme	Nbr of Spots		
20	Sat 7p News .....S.	04	175	30 Comme	Nbr of Spots	1	1
21	M-F 7p News .T.T... Isolations: W/C 09/24 MTWTF..	02	575	30 Comme	Nbr of Spots	2	2
22	M-F 1p Days Of Our Lives .TWT...	05	90	30 Comme	Nbr of Spots	1	1
<b>Weekly Totals:</b> Total Spots(Ord Spots)					8	11	19
Closed PR						1	1

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
19	M-F 7p News	:30 Commercial	10/01/12	Closed Pre Emption	310.00	No Makegood / Credit	0000000000	E:120816009

Grand Totals

		Month 9 Weeks: 5 09/24		Month 10 Weeks: 4 10/01	
Totals					
Spots	19		8		11
Cost	5740		3100		2640

Grand Totals:

Spots:	19
Gross Total:	5,740.00
Commission:	861.00
Net Total:	4,879.00

REP HEADLINE# 6281579 TRF# E:120816  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP28/12 15.48  
\*\*\*CHANGES\*\*\* \*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE

REP. # OFF. # SALESMAN #

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

BUYER NAME BEN ANGLE

815 SLATERS LANE

SALES PRSN WA- MICK NESCI (H)

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6281579

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3013 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT4/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP28/12 15.48

REP: REVISION  
M1 APPROVED  
TTL SAME  
PLS CNF  
THANKS, MICK

STA: \*\*\*PLS SEE M1 FOR RATE REVISIONS PER STEVE W/O 10/1\*\*\*  
PLS REVISE ASAP  
THX, CHERYL 9/28

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
NRCC IE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 155 AGENCY EST# = 3013  
AGENCY PRODUCT CODE = 426

6	S		700P-730P	30		\$310.00	10/1	10/1	0		MON	0
---	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : NBC-17 NEWS-7  
CON COM1 : NBC-17 NEWS-7

13	S		700P-730P	30		\$310.00	10/4	10/4	0		THU	0
----	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : NBC-17 NEWS-7  
CON COM1 : NBC-17 NEWS-7



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16	S		700P-730P	30		\$310.00	10/2	10/2	0		TUE	0
PROGRAM : NBC-17 NEWS-7												
CON COM1 : NBC-17 NEWS-7												
19	S		700P-730P	30		\$310.00	10/3	10/3	0		WED	0
PROGRAM : NBC-17 NEWS-7												
CON COM1 : NBC-17 NEWS-7												
20	A		700P-730P	30		\$575.00	10/2	10/2	1		TUE	1
PROGRAM : 7P NEWS												
ORD COM1 : RATE REVISIONS PER STEVE - NO 7P NEWS ON 10/3 D/T PROGRAM CHG												
ORD COM2 : OFFER 1X DAYS OF OUR LIVES TO KEEP \$ THE SAME												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-19 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT4 ON LINE-13 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT2 ON LINE-16 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT1 ON LINE-6 FOR 1 SPOT/WK												
21	A		700P-730P	30		\$575.00	10/4	10/4	1		THU	1
PROGRAM : 7P NEWS												
ORD COM1 : RATE REVISIONS PER STEVE - NO 7P NEWS ON 10/3 D/T PROGRAM CHG												
ORD COM2 : OFFER 1X DAYS OF OUR LIVES TO KEEP \$ THE SAME												
PART OF A MAKEGOOD MADE UP OF LINES 20-22												
22	A		100P-200P	30		\$90.00	10/1	10/4	1		M-TH	1
PROGRAM : DAYS OF OUR LIVES												
ORD COM1 : RATE REVISIONS PER STEVE - NO 7P NEWS ON 10/3 D/T PROGRAM CHG												
ORD COM2 : OFFER 1X DAYS OF OUR LIVES TO KEEP \$ THE SAME												
PART OF A MAKEGOOD MADE UP OF LINES 20-22												
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#19			MISSED:WED/700P-730P						
			BUY#13			THU/700P-730P						
			BUY#16			TUE/700P-730P						
			BUY#6			MON/700P-730P						
						OFFER:TUE/700P-730P						
						& THU/700P-730P						
						& M-TH/100P-200P						
						CMT:RATE REVISIONS PER STEVE - NO 7P NEWS ON 10/3 D/T PROGRAM CHG						
						CMT:OFFER 1X DAYS OF OUR LIVES TO KEEP \$ THE SAME						

(SEP28/12)  
 PLS ADVISE.



REP HEADLINE# 6281579 TRF# E:120816  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP SEP28/12 15.48  
\*\*\*CHANGES\*\*\* \*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

SEP/12 \$3,100.00 OCT/12 \$2,640.00 CONTRACT TOTAL \$5,740.00  
TOTAL SPOTS 19

MARKET TOTALS \$114,800 WNCN 5% WRAL 40% WTVB 39% WRAZ 11% WRDC 2% WLFL 3% CABL 0%  
ACCURATE SHARES

SVC- NSI BOOKS- NOV/11  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6281579  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP

AUG15/12 17.5  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE

REP. # OFF. # SALESMAN #

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

BUYER NAME BEN ANGLE

815 SLATERS LANE

SALES PRSN WA- MICK NESCI (H)

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6281579

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3013 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT4/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG15/12 17.51

REP: NEW ORDER  
TTL 5740 @ 20X  
PLS CFM  
THANKS, MIKE FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
NRCC IE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1235A-135A	30		\$65.00	9/28	9/28	1		FRI	1
AGENCY ADVERTISER CODE = 155												
AGENCY PRODUCT CODE = 426												
AGENCY EST# = 3013												
2			500P-530P	30		\$210.00	9/28	9/28	1		FRI	1
PROGRAM : J FALLON-NBC<												
CON COM1: J FALLON-NBC<												
3			700P-730P	30		\$250.00	9/28	9/28	1		FRI	1
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												
PROGRAM : NBC-17 NEWS-7												
CON COM1: NBC-17 NEWS-7												

now  
8/16



REP HEADLINE# 6281579  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 17.5  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1235A-135A PROGRAM : J FALLON-NBC< CON COM1 : J FALLON-NBC<	30		\$100.00	10/1	10/1	1		MON	1
5			530P-600P PROGRAM : JUDGE JUDY B CON COM1 : JUDGE JUDY B	30		\$250.00	10/1	10/1	1		MON	1
6			700P-730P PROGRAM : NBC-17 NEWS-7 CON COM1 : NBC-17 NEWS-7	30		\$310.00	10/1	10/1	1		MON	1
7			1130P-100A PROGRAM : SAT NITE LIVE CON COM1 : SAT NITE LIVE	30		\$900.00	9/29	9/29	2		SAT	2
8			700P-730P PROGRAM : NBC-17 NEWS-7 CON COM1 : NBC-17 NEWS-7	30		\$175.00	9/29	9/29	1		SAT	1
9			700A-900A PROGRAM : SATURDAY TODAY CON COM1 : SATURDAY TODAY	30		\$250.00	9/29	9/29	1		SAT	1
10			600P-630P PROGRAM : NBC-17 NEWS-6 CON COM1 : NBC-17 NEWS-6	30		\$350.00	9/30	9/30	1		SUN	1
11			1235A-135A PROGRAM : J FALLON-NBC< CON COM1 : J FALLON-NBC<	30		\$100.00	10/4	10/4	1		THU	1
12			500P-530P PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY	30		\$250.00	10/4	10/4	1		THU	1



REP HEADLINE# 6281579  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 17.5  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			700P-730P	30		\$310.00	10/4	10/4	1		THU	1
PROGRAM : NBC-17 NEWS-7												
CON COM1 : NBC-17 NEWS-7												
14			1235A-135A	30		\$100.00	10/2	10/2	1		TUE	1
PROGRAM : J FALLON-NBC<												
CON COM1 : J FALLON-NBC<												
15			500P-530P	30		\$250.00	10/2	10/2	1		TUE	1
PROGRAM : JUDGE JUDY												
CON COM1 : JUDGE JUDY												
16			700P-730P	30		\$310.00	10/2	10/2	1		TUE	1
PROGRAM : NBC-17 NEWS-7												
CON COM1 : NBC-17 NEWS-7												
17			1235A-135A	30		\$100.00	10/3	10/3	1		WED	1
PROGRAM : J FALLON-NBC<												
CON COM1 : J FALLON-NBC<												
18			530P-600P	30		\$250.00	10/3	10/3	1		WED	1
PROGRAM : JUDGE JUDY B												
CON COM1 : JUDGE JUDY B												
19			700P-730P	30		\$310.00	10/3	10/3	1		WED	1
PROGRAM : NBC-17 NEWS-7												
CON COM1 : NBC-17 NEWS-7												
SEP/12			\$3,100.00			OCT/12						
						\$2,640.00						
CONTRACT TOTAL												\$5,740.00
TOTAL SPOTS												20

MARKET TOTALS \$114,800 WNCN 5% WRAL 40% WTVB 39% WRAX 11% WRDC 2% WLFL 3% CABL 0%

ACCURATE SHARES

SVC- NSI BOOKS- NOV/11

DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Jon Ferrell

do hereby request station time concerning the following issue:

National Republican Congressional Committee-IE
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: NRCC-IE

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

National Republican Congressional Committee-IE  
Keith Davis- Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

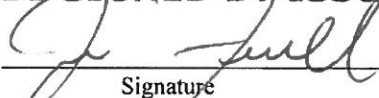
☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

_____		<u>703-683-4877</u>
Date	Signature	Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title